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ABSTRACT

A method and system for soliciting charitable donations from on-line shoppers during electronic commerce is provided. The method includes the steps of hosting a website having information about a fundraising campaign or an organization, providing one or more electronic catalogs listing one or more items or events that are available for purchase by on-line shoppers through the website, receiving an order form an online shopper purchasing one or more selected items, and providing one or more suggestions on the amount of donation, the suggestions intended to encourage and motivate shoppers to make a charitable donation.